



Town of Arlington, Massachusetts
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Minutes 01/16/2013

Arlington Committee on Tourism and Economic Development

Approved Minutes

January 16, 2013, Jefferson Cutter House, 611 Massachusetts Avenue, Arlington, MA

Committee Members Present:

Angela Olszewski (Chair), Roland Chaput (Treasurer), Joseph Curro, Kirsi Allison-Ampe, Clarissa Rowe, Howard Winkler, Ted Peluso, Robert Bowes, Tom Davison

Others in Attendance:

Mike Ruggieri, Alberto Guzman, Laurence McKinney, Robert Radochia

Call to Order

The meeting was called to order by Ms. Olszewski at 7:07 p.m.

Acceptance of Minutes

Tabled.

Treasurer's Report

Tabled.

Project Updates

Visitor Information Booth

Mr. Peluso presented a warrant article for consideration by the Board of Selectmen, Finance Committee and Town Meeting. He stated a goal of having the visitor information booth operational by mid-July 2013.

The structure would be temporary, no matter what, with an estimated budget of \$22,000. Ms. Olszewski and Ms. Rowe volunteered to look at the budget.

Mr. Ruggieri said that he could help to coordinate with the redesign of the Uncle Sam Plaza.

There was a protracted discussion regarding the availability of power and the potential design of a booth, including a question around the control of the property and potential historical design considerations and security concerns.

Mr. Peluso informed the Committee that an anonymous donor is willing to fund the production of a video to be shown at the booth. He also noted that the Town does not belong to the Greater Boston Tourism and Visitors Bureau, which could be a resource.

Ms. Rowe moved to support an article to fund the establishment of the booth in the amount of \$25,000 for inclusion on the Special Town Meeting warrant. Her motion was seconded by Mr. Chaput and passed unanimously.

Directional Sign Design Project

Ms. Rowe reported on the project. Two proposals were received, and Roll Barresi & Associates was chosen to do the design work. Their bid was \$3,000 less than the competing bid.

A-TED's second warrant article for Town Meeting concerns funding for the actual manufacture and installation of signs. We should expect an 8-9 month time period for the project to come to completion, should this article be approved.

In connection with signage, Mr. Radochia presented information and pictures of sign clutter around town
Arlington Alive! Arts Festival

Mr. Davison reported on the festival planning. He noted that this has been funded for the full amount requested (\$2,500) by the Arlington Cultural Council. He said that he is talking to John Budzyna of the Arlington Center for the Arts regarding coordination. The goal is to keep things small and practical.

Next steps are to work backwards from the festival date and build out the project plan. Mr. Davison has walked Broadway Plaza and feels that it is best to concentrate activity there, rather than on Medford Street.

There is concern around funds and continually asking the business community for support. Mr. Davison wondered about asking the Town to contribute to the event.

The budget for the festival is \$12,500, which needs to be raised by mid-May. Mr. Davison asked about getting the festival listed on the Town calendar.

Web Site/Social Media

Committee members were asked to visit the web site at <http://www.arlingtonma.org/> and check out the site.

Brochure

Ms. Olszewski called the producer of the Lexington/Concord brochure and learned that they had paid \$10,000 for 75,000 copies. She also talked to Cambridge.

Additionally, Ms. Olszewski researched membership in the Greater Boston Convention and Visitors Bureau. She learned that it costs \$675 to join and that there is a networking event on the first Wednesday of every month.

Ms. Olszewski also looked into the Greater Boston Concierge Association, but was unclear whether the Town would qualify as a fee-free non-profit organization or would have to pay \$250 to join.

Patriots Day

Ms. Olszewski updated the Committee on Patriots Day Weekend activities. It is hoped that there will be a Friday night lecture.

Nothing is currently planned for Saturday.

The parade will be taking place on Sunday this year.

On Monday morning, the Minutemen will muster. Later, Paul Revere and William Dawes will visit, and Dr. Allison-Ampe has offered to tweet the progress of their ride.

Ms. Olszewski asked if the Selectmen would be willing to issue a proclamation referring to Arlington as Menotomy for the duration of the weekend.

Mr. Bowes is sending a letter regarding bunting and hoping that 20 businesses might agree to participate.

Ms. Olszewski raised the idea of a "Mention Menotomy" promotion, to include merchant specials and window decals.

Town Meeting Warrant Articles

There was general discussion of A-TED articles regarding the visitor information booth and informational signage.

Budget for Fiscal Year 2014

Ms. Rowe offered to look at the Committee budget request.

Committee Vacancies/Appointments

Mr. Curro and Ms. Olszewski plan to interview candidates for appointment to A-TED and to make a recommendation to the Board of Selectmen.

Old Business

No old business was brought forward for discussion.

New Business

There was brief discussion of the resignation of Economic Development Director Alan Manoian and of the Master Plan process.

Adjournment

On motion of Mr. Curro, seconded by Ms. Rowe, it was unanimously voted to adjourn the meeting at 8:25 p.m.

Respectfully submitted: Joseph A. Curro, Jr.